



Australian Government

DEFDPA001 Promote the organisation's mission and values

Release 2

DEFDPA001 Promote the organisation's mission and values

Modification History

Release 2. Punctuation errors corrected. Assessment conditions clarified.

Release 1. This is the first release of this unit of competency in the DEF Defence Training Package.

Application

This unit specifies the skills and knowledge required to promote the mission and values of the Defence organisation.

It includes building networks and developing working relationships to promote and represent the Defence organisation.

This unit applies to Defence public affairs personnel, but it could apply to any personnel who work in this field.

The skills and knowledge described in this unit must be applied within the legislative, regulatory and policy environment in which they are carried out. Organisational policies and procedures must be consulted and adhered to.

Persons undertaking this unit work under indirect supervision or as part of a team and perform specific tasks in familiar contexts.

No licensing, legislative or certification requirements apply to this unit at the time of publication.

Pre-requisite Unit

Not applicable

Competency Field

Defence Public Affairs

Unit Sector

Not applicable

Elements and Performance Criteria

ELEMENTS

PERFORMANCE CRITERIA

Elements describe the essential outcomes.

Performance criteria describe the performance needed to demonstrate achievement of the element.

1 Build networks and develop working relationships

- 1.1** Establish formal and informal networks at the local, regional and national levels to support liaison and collaboration in accordance with organisational policy
- 1.2** Recognise roles and responsibilities of stakeholders and ensure they are taken into account in interactions
- 1.3** Develop working relationships with stakeholders to provide beneficial outcomes
- 1.4** Conduct productive dealings with stakeholders in accordance with organisational protocols
- 1.5** Obtain feedback from other organisations and governments to inform and improve service delivery

2 Promote the organisation

- 2.1** Use a range of strategies to promote a positive image of the organisation at every available opportunity
- 2.2** Communicate issues, policies and practices to a range of audiences in writing and orally in accordance with organisational procedures
- 2.3** Identify and involve appropriate key people to achieve outcomes
- 2.4** Develop and distribute authoritative and specialist advice in accordance with organisational procedures

3 Represent the organisation

- 3.1** Communicate the organisation's message clearly and confidently to stakeholders in accordance with organisational policy
- 3.2** Promote the organisation to external stakeholders
- 3.3** Provide advice to stakeholders consistent with organisational policy
- 3.4** Provide advice in the context of strategic planning for the organisation in accordance with organisational policy
- 3.5** Provide advice on sensitive matters in line with privacy and confidentiality legislation and guidelines

Foundation Skills

Foundation skills essential to performance are explicit in the performance criteria of this unit of competency.

Range of Conditions

Range is restricted to essential operating conditions and any other variables essential to the work environment.

Non-essential conditions may be found in the Companion Volume Implementation Guide.

Unit Mapping Information

This unit supersedes and is equivalent to DEFPA001 Promote the organisation's mission and values.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=6bdbab1e-11ed-4bc9-9cba-9e1a55d4e4a9>

Assessment Requirements for DEFDPA001 Promote the organisation's mission and values

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Performance Evidence

Evidence required to demonstrate competence in this unit must be relevant to and satisfy all the requirements of the elements and performance criteria on at least one occasion and include:

- applying legislation, regulations and organisational policies, procedures and practices relating to representing and promoting the organisation, including protocols for maintaining networks
- applying procedures relating to work health and safety (WHS) in the context of internal and external networking
- gaining cooperation of others
- preparing general information and papers according to target audiences
- proofreading and editing to ensure clarity of meaning, conformity to organisational requirements, and accuracy and consistency of information
- responding appropriately to diversity, including gender and disability
- using effective communication techniques especially when making public presentations, giving and receiving feedback, designing promotional material, maintaining effective relationships, and managing conflict
- using problem-solving and negotiation to manage contingencies and achieve mutually acceptable outcomes.

Knowledge Evidence

Evidence required to demonstrate competence in this unit must be relevant to and satisfy all the requirements of the elements and performance criteria and include knowledge of:

- applicable environmental or sustainability legislation, regulations, and codes of practice
- confidentiality requirements
- external stakeholders including:
 - community
 - community groups
 - community organisations

- consultants
- customers
- industry
- local, state/territory and federal governments
- media
- national and international associations
- other emergency management and non-government organisations such as the Red Cross, Salvation Army
- technical advisers
- utilities
- volunteers
- work groups and individuals internal to the organisation
- goals and objectives of the organisation
- key internal and external stakeholders who have an impact on the organisation's culture, services, resources, and policies
- legislation, regulations, policies and procedures relating to the protocols and guidelines for representing and promoting the organisation
- principles and techniques for building relationships of trust, including with people from different cultures
- principles of effective communication in relation to listening, questioning and non-verbal communication
- privacy principles
- public and political context of the organisation and its services
- relevant written communication techniques and their principles
- responsibilities of three levels of government relevant to the organisation
- roles and responsibilities of other agencies and relevant organisations
- statutes impacting on the organisation
- techniques and strategies for preparing and presenting information to promote the organisation.

Assessment Conditions

Assessors must satisfy relevant vocational education and training legislation, frameworks and/or standards.

Assessment must occur in workplace operational situations. Where this is not appropriate, assessment must occur in simulated workplace operational situations that replicate workplace conditions.

Assessment processes and techniques must be appropriate to the language, literacy, numeracy and digital skills requirements of the work being performed and the needs of the candidate.

Resources for assessment must include access to:

- a range of relevant exercises, case studies and/or other simulations
- acceptable means of simulation assessment

- relevant and appropriate materials, tools, equipment and personal protective equipment currently used in industry
- relevant standards, policy and instructions related to public affairs
- applicable documentation including operational policies, procedures, regulations, codes of practice and operation manuals.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=6bdbab1e-11ed-4bc9-9cba-9e1a55d4e4a9>